

Pet Products in Indonesia

April 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Another positive growth but slowing down
- Esprey maintains its lead in extremely fragmented category
- Cat litter gains traction in usage among middle-income homes

PROSPECTS AND OPPORTUNITIES

- Positive sales set to continue, with a balance between pampering products and affordability
- Ongoing consumer awareness of pets' health and wellbeing will support overall sales
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Pet Care in Indonesia - Industry Overview

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